



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

## Rural Secretariat



## COMMUNITY DEVELOPMENT PROGRAM *Building Rural and Northern Partnerships*

### APPLICANT'S GUIDE

Effective June 9, 2009

Canada 

## What is the Community Development Program?

The Community Development Program is a **contribution program**<sup>1</sup> which offers a limited amount of funding to assist **rural** and **northern regions** to obtain information and access/develop the expertise, tools and processes needed:

- to respond to **rural** and **northern** challenges and opportunities; and
- to become more competitive by collaborating **regionally**, building on their local **assets** and developing unused potential.

Funding is available for projects that meet the program objective and address one or more of the rural and northern priorities. Please verify below if your project meets the following objective and priorities.

### Program Objective

The objective of the program is to support stakeholders in:

- the development of collaborative activities which engage multiple communities; and
- the development and transfer of knowledge.

### Rural and Northern priorities

Your project will need to address one or more rural and northern priorities, which are:

- 1) enhancing the **competitiveness** of **rural** and **northern regions**;
- 2) fostering the transformation of local ideas and untapped **assets** into sustainable **innovative** economic activities; and
- 3) facilitating the development of new economic opportunities from existing natural and cultural **amenities**.

*If your project meets the objective of the program and one or more of the rural or northern priorities, you can now proceed to verify if your organization is eligible for funding.*

## Who can apply?

The following groups are eligible:

- Non-profit organizations;
- Organizations/associations;
- Universities/colleges;
- Co-operatives;
- Non-governmental organizations (NGO's);
- Local governments; and
- Provincial and territorial governments (only when there is no local government presence).

Eligible recipients must be incorporated and be able to enter into legally binding agreements.

In rare events in northern regions, a federal Crown Corporation may apply when it is the only legally constituted organization or the best positioned organization to receive and manage funds on behalf of a community organization for a specific project.

*If your organization is eligible for funding, you may now proceed to verify if your project activities align with one of the three project categories.*

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<sup>1</sup> **The definition of the words that are italicized and bolded throughout the document can be found in the "Glossary of Terms" on the last page of the Applicant's Guide.**

## What projects can be funded?

Note that preference may be given to the following projects:

- Those that impact **resource-based rural** and **northern communities** (forestry, agriculture, fisheries, mining and energy);
- Those that have **multi-sector** collaboration or are **regional** in nature; and
- Those that support the transfer and adoption of knowledge and know-how around the use of **new technologies** for community development and knowledge building purposes.

## Project Categories

Three types of projects are eligible for funding: "Partnerships", "Knowledge Building", and "Workshops".

Project Category	Funding Available
<b>1 - Partnerships</b>	
<p>"Partnerships" projects develop partnerships and partnering initiatives among stakeholders to enhance capacity for innovative development.</p> <p>Eligible activities could include:</p> <ul style="list-style-type: none"> <li>• Creation of partnerships across communities to link organizations to share and compare information and to develop <b>regional</b> approaches. These partnerships should recognize the interdependency of communities and their sector specific economic drivers;</li> </ul> <p>In addition, FOR THE NORTH:</p> <ul style="list-style-type: none"> <li>• Implementation of a shared vision/action plan for the region*.</li> </ul>	<p><b><u>Regional projects:</u></b> Up to one half of total project costs, to a maximum of \$75,000 per project</p> <p><b><u>National projects:</u></b> Up to one half of total project costs, to a maximum of \$100,000 per project</p> <p>FOR THE NORTH</p> <p><b><u>Regional projects:</u></b> Up to two thirds of total project costs, to a maximum of \$75,000 per project*</p> <p><b><u>National projects:</u></b> Up to two thirds of total project costs, to a maximum of \$100,000 per project*</p>

\*These activities and funding levels are only eligible for northern regions.

Project Category	Funding Available
<b>2 - Knowledge Building</b>	
<p><u>“Knowledge Building” projects</u> develop:</p> <ul style="list-style-type: none"> <li>• Knowledge about barriers to rural and northern development and information used to address these barriers;</li> <li>• Knowledge about gaps that exist in accessing and using tools and information for rural and northern development; and</li> <li>• New tools and information for addressing the gaps and barriers to rural and northern development.</li> </ul> <p>All projects must transfer knowledge to communities and regions to increase the awareness, availability and accessibility of information, expertise, tools and processes.</p> <p>Projects must demonstrate a significant impact on concrete issues and must be validated by <b>rural</b> and <b>northern communities</b>. A report summarizing consultations with communities to that effect must be attached to the application form.</p> <p>Eligible activities could include:</p> <ul style="list-style-type: none"> <li>• Working with Canadian universities and colleges to explore existing barriers and potential opportunities for community sustainability/development/<b>competitiveness</b>;</li> <li>• Identifying opportunities and challenges related to northern communities and the development of strategies for future action;</li> </ul> <p>In addition, FOR THE NORTH:</p> <ul style="list-style-type: none"> <li>• Conducting studies or research to obtain the necessary information for the implementation of a shared vision/action plan for the region*.</li> </ul>	<p>Up to one half of total project costs, to a maximum of \$200,000 per project and up to a maximum of \$100,000 per <b>fiscal year</b></p> <p>FOR THE NORTH</p> <p>Up to two thirds of total project costs, to a maximum of \$200,000 per project and up to a maximum \$100,000 per <b>fiscal year</b>*</p>
<b>3 - Workshops</b>	
<p><u>“Workshops” projects</u> engage and mobilize community and regional stakeholders to work together on development initiatives.</p> <p>All workshop projects must include rural and northern specific content and be designed to provide definite results and impacts in <b>rural</b> and <b>northern</b> regions.</p> <p>Eligible activities could include:</p> <ul style="list-style-type: none"> <li>• organizing and hosting a workshop/series of workshops, conference or forum;</li> </ul> <p>In addition, FOR THE NORTH:</p> <ul style="list-style-type: none"> <li>• organizing “train the trainers” sessions*;</li> <li>• mobilizing and bringing together key stakeholders for the implementation of a shared vision/action plan for the region*.</li> </ul>	<p>Up to one half of total project costs, to a maximum of \$15,000 per project</p> <p>FOR THE NORTH</p> <p>Up to two thirds of total project costs, to a maximum of \$30,000 per project*</p>

\*These activities and funding levels are only eligible for northern regions.

*If your project activities align with one of the three project categories, you may now proceed to verify if the project costs are eligible for funding.*

## What project costs are eligible?

Incremental costs to ongoing business and related to the project are eligible under the program.

- Human resource costs, including salaries and benefits;
- Contract and professional service costs, including accounting, audit or other professional fees;
- Materials and supplies;
- Printing and production costs;
- Communication and information technology costs;
- Translation costs;
- Domestic travel costs, including vehicle rental and accommodations per Treasury Board Guidelines;
- A percentage of overhead and/or administrative costs and rent that is directly attributed to carrying out the project;
- Any other costs (which are not included in the ineligible cost list below) may be considered to be eligible costs upon written approval of the Minister or his/her designate.

## What project costs are ineligible?

- Costs related to regular ongoing operational activities and those not directly related to the project:
  - Furniture, furnishings;
  - Construction, renovation of structures;
  - Acquisition, development, preparation of land;
  - Development, testing of commercial products for private benefit.
- Items for which a refund or rebate is received (e.g., taxes);
- Hospitality;
- Travel expenditures beyond Treasury Board Guidelines;
- Gifts associated with the hosting of events;
- Costs reimbursed under other governmental program; and
- International travel expenses, except where deemed necessary to the project and approved by the Minister or his designate.

## What projects and activities cannot be funded?

- Continuation/completion of projects or activities already underway, including on-going partnership activities;
- Continuation of projects previously funded by the Rural Secretariat that rely on government funding for sustainability;
- Projects conducted outside of Canada;
- Activities required by law and/or mandated by other levels of government;
- Annual or regular organization events/campaigns;
- Recreational activities;
- Career and other fairs;
- Trade shows;
- Lobbying activities;
- Feasibility studies;
- Preparation of formal curriculum materials;
- Projects where individuals are pursuing graduate or post-graduate degrees;
- Specific professional development;
- Implementation of a shared vision/action plan for the region\*, and;
- "Train the trainers" sessions\*.

\*Eligible projects and activities for northern regions only.

**Please note this is not a comprehensive list. If you are unsure about any of the examples listed (above or in the next section) or the eligibility of your project and activities, please contact your regional Program Officer at 1-877-295-7160 for clarification.**

## Project Examples

Project examples that address rural or northern priority issues include, but are not limited to:

Project Category	Project Examples	Examples of Community Development or Knowledge Building Indicators used to measure project results
<b>Competitiveness</b> – Projects that increase a region’s attractiveness to citizens as a place to live and to businesses as a place to locate.		
Partnerships	<p>Multi-communities partnership project based on the preservation and enhancement of the knowledge, history and culture of Aboriginal Peoples for local development based on arts and craft activities. This could mean:</p> <ul style="list-style-type: none"> <li>• a partnership between Aboriginal communities of the same nation or culture who want to develop tourism, based around their culture.</li> </ul>	<ul style="list-style-type: none"> <li>• Extent of each partner’s unique contribution in terms of their expertise, experience and resources (level of engagement of partners);</li> <li>• Proportion of partners expressing an intent to continue collaborative efforts beyond the project end date;</li> <li>• Proportion of communities from the particular nation or culture interest taking part in the partnership.</li> </ul>
Knowledge Building	<p>Multi-stakeholder Knowledge Building project identifying opportunities and challenges related to migration in communities and the development of strategies for future action. This could include:</p> <ul style="list-style-type: none"> <li>• an inventory of best practices; documented success stories; various strategies and approaches; or an inventory of different studies on “attractors” and case studies focused on attracting new residents to the communities (immigrants or migrants), to be developed into a guide and/or tool kit for communities wishing to undertake these types of activities in order to become welcoming communities.</li> </ul>	<ul style="list-style-type: none"> <li>• Types and number of groups represented (e.g. resource-reliant communities, rural/northern communities, aboriginal, community leaders/members, seniors, youth);</li> <li>• Number of tools identified, developed and/or used by participants after a certain time (1 month, 6 months, one year);</li> <li>• Changes in migration trends over short and medium terms.</li> </ul>
Workshops	<p>A workshop where participants will establish a collaborative action plan to address barriers and challenges to community development. This could mean:</p> <ul style="list-style-type: none"> <li>• a workshop which would bring together stakeholders from a region in order to give them information or sources of useful information (expertise, links with positive experiences of other communities, studies, etc.) for making a decision regarding a particular direction and developing an action plan which would give the region a relative advantage, attract or generate new investments in a particular sector, such as new nearby services, non-wood forestry resource development, a new economic activity, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Number and types of actions planned to seize opportunities for community development;</li> <li>• Extent to which stakeholders/participants are satisfied with the relevance and feasibility of the collaborative action plan;</li> <li>• Participation rate among stakeholders identified within the region or community who were invited to the workshop.</li> </ul>

<b>Innovation</b> – Projects that foster the transformation of local ideas and untapped <b>assets</b> into sustainable <b>innovative</b> economic activities.		
Partnerships	Natural resource-based <b>regional</b> partnership developing economic opportunities around community-led bio-economy projects, such as: <ul style="list-style-type: none"> <li>• alternative energy and fuel initiatives, health, and bio-technologies.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of action plans/actions taken to seize opportunities for community development;</li> <li>• Number of communities involved in the project;</li> <li>• Proportion of partners expressing an intent to continue collaborative efforts beyond the project end date;</li> <li>• Extent to which the new economic opportunities are <b>innovative</b> and relevant to the communities.</li> </ul>
Knowledge Building	Knowledge Building project related to the use of <b>new technologies</b> and/or useful innovative approaches in <b>rural</b> or <b>northern communities</b> and <b>regions</b> and their impact on community development.	<ul style="list-style-type: none"> <li>• Community satisfaction level with new, updated or adapted information and tools.</li> </ul>
Workshops	Conference sharing knowledge on alternative energy and seeking a commitment from participants to develop a partnership to plan a sustainable innovative economic strategy for the <b>region</b> .	<ul style="list-style-type: none"> <li>• Proportion of participants agreeing to join a partnership to apply knowledge in the near future and to work on the development of their <b>region</b>.</li> </ul>
<b>Amenities</b> – Projects that facilitate the development of new economic opportunities from existing cultural and natural <b>amenities</b> such as temperate climate, recreation and cultural attractions and scenic landscapes.		
Partnerships	Multi-community partnership seeking a <b>regional</b> strategy to add economic value to an <b>amenity</b> . This might be: <ul style="list-style-type: none"> <li>• natural <b>amenities</b>: watercourse conducive to extreme sports, wind corridors, presence of migratory birds, particular microclimate, particular topographic configuration, etc.</li> <li>• cultural <b>amenities</b>: particular or traditional knowledge, site of a historical event, particular cultural presence, etc.</li> </ul> Partnership project could also aim to develop a regional agri-tourism strategy to unite existing businesses, develop <b>amenities</b> and strengthen other tourism operations.	<ul style="list-style-type: none"> <li>• Number of communities that collaborated to develop new economic opportunities for the <b>region</b>.</li> <li>• Extent to which the strategies adopted are <b>innovative</b>.</li> </ul>
Knowledge Building	Knowledge Building project related to the development and dissemination of a guide and the mapping tools needed to tap into <b>amenities</b> .	<ul style="list-style-type: none"> <li>• Number of <b>rural</b> or <b>northern communities</b> that are using new, updated or adapted information and tools to <b>innovate</b> and diversify their economies.</li> </ul>
Workshops	Forum facilitating the development of a shared vision for the <b>region</b> to reach a decision on the best approach to using a particular cultural attraction to stimulate the economy.	<ul style="list-style-type: none"> <li>• Number of communities that identified and assessed their local natural and cultural <b>amenities</b> in the <b>region</b></li> <li>• Extent to which participants are satisfied with the relevance of the new shared vision to their own community.</li> </ul>

If your project activities are eligible for funding, you may now proceed to verify if it falls within the application deadlines.

## When are the application deadlines?

- Complete proposals under the “Workshops” category must be submitted at least 60 days prior to the anticipated commencement of project work. Complete proposals under the “Partnerships” and “Knowledge Building” categories must be submitted at least 90 days prior to the anticipated commencement of project work. It is important to note that the 60 and 90 day timeframes above will only begin from the time the application is deemed complete and confirmed as such in writing by the Rural Secretariat.
- Final program application deadline is **June 30, 2012** for “Partnerships” and “Knowledge Building” projects.
- Final program application deadline is **September 30, 2012** for “Workshops”.

*If your project dates match the application deadlines, you may now proceed with completing your application package.*

## How do you apply?

### STEP 1- Prepare your Application Package

#### Application Form

The application form will be available by contacting your regional Program Officer at **1-877-295-7160**.

This section of the Applicant’s Guide should be used as a reference and a checklist while you are completing the Application Form.

It is understood that the level of detail required in the Application Form should be consistent with the project category and the complexity of your project. For example, an organization applying for funding under the “Workshops” category may need to provide less detail than a group applying under the “Knowledge Building” category.

#### A strong application is one that:

- Meets the objective of the program and supports one or more program categories that will result in developing the capacity of **rural** and **northern communities**;
- Addresses one or more of the rural and northern priorities, which are:
  - 1) Enhancing the **competitiveness** of rural or **northern** regions;
  - 2) Fostering the transformation of local ideas and untapped **assets** into sustainable economic activities; and
  - 3) Facilitating the development of new economic opportunities from existing natural and cultural **amenities**.
- Has an impact on **resource-based rural** and **northern communities**;
- Has **multi-sector** collaboration or is **regional** in nature;
- Includes objectives that are realistic, achievable and measurable;
- Has secured the necessary percentage of matching funds from non-government sources;
- Demonstrates that the applicant has the ability to carry out the project;
- Includes a completed and signed application form with a detailed budget of project expenses with sources of funding, work plan, communications plan, measurable indicators and any other additional supporting documentation required to adequately evaluate project activities; and
- Includes a report, summarizing consultations with communities, that demonstrates a significant impact on concrete issues, validated by **rural** or **northern regions** for the category “Knowledge Building”.

## The Application Form requests details about the following:

### Applicant details

Indicate the type of organization you represent, its legal name and the name under which it operates (if applicable). Provide organization contact information including contact information for the project signing authority if not the same as for the contact. The contact person named must be knowledgeable about the contents of the application. Incorporated organizations must attach a copy of their charter with the application.

### Applicant capacity to deliver

Describe previous experiences of the organization with similar activities. Provide relevant qualifications, including a brief profile and history; date the organization was formed; mandate; number of employees/volunteers; and memberships.

Provide details on the human resources identified in the budget and work plan, including the names and duties of the project coordinator, volunteers, consultants, technical experts, etc., and their roles/qualifications.

Also include information outlining any challenges that may threaten the successful completion of the project and how you plan to mitigate these challenges. This is an opportunity to showcase the group's experience and capacity to carry out the proposed project.

Provide the name, title, organization and telephone number at least two references with whom our Regional Program Officer may consult about the project and your organization. Your references should be people who:

- Will collaborate in event/project activities; or
- Are familiar with the situation or issue in the communities; or
- Are recommending or potentially recommending funding to the project/event; or
- Have worked with your organization in the past and can comment on your organization's ability to carry out this project.

### Project summary

Provide the project title, project category, expected start and end dates, and indicate whether the project will take place in a **northern region** or have a **national** impact (as defined in the glossary of terms at the end of this guide).

Provide a summary description of the project and its reach. For applicants whose projects are approved for funding, this summary description may be published and made available to the public. It is important that the summary be concise and includes the key measurable results you expect to achieve (see the "Project Details" section of this Application Form).

### Funding summary

Provide a funding summary which includes the amount requested from the Community Development Program, amounts from other funding sources, including your organization's contribution, and the overall total project cost.

### Rural Secretariat funding history

Identify if your group is a new or returning applicant/recipient of Rural Secretariat program funding. If your group has previously received Rural Secretariat program funding, briefly describe how this project is different from project(s) previously funded.

### Partnering details

Provide detailed information about the organizations that are partnering with you to deliver the project. Describe how communities or **regions**, governments (municipal, provincial/territorial and/or federal), and other stakeholders such as non-profit organizations, associations, educational institutions, co-operatives and non-government organizations, will support your project (support includes cash or in-kind contributions identified in the budget) and provide their contact information.

### Need for project

Identify which of the rural or northern priorities the project will mainly address by selecting one of the following in the application: **Competitiveness, Innovation** or **Amenities**.

Explain how your project will address these rural/northern priorities.

### Project overall goal

Outline the project's long-term vision beyond the end date of the project activities and how it contributes to the objective of the program.

### Project benefits

State what the short and long term benefits of the project will be.

### Project reach

Indicate whether your project will impact **resource-based rural** and **northern communities** (forestry, agriculture, fisheries, mining and energy); is multi-sector or is **regional** in nature.

State where the project will take place (community, town, and province/territory), which groups it will reach (youth, aboriginal, co-operatives, health, etc.) and approximately how many people will be reached.

Describe how communities or **regions**, governments (municipal, provincial/territorial and/or federal) and other stakeholders such as non-profit organizations, associations, educational institutions, co-operatives and non-government organizations (other than funding partners), will be involved in your project. Provide details on how you plan to engage these various audiences.

### Communications plan

Identify the project's communication activities and how the community will be informed about the project and its results (e.g. news releases, public events, posters).

Depending on your target audience and in accordance with the *Official Languages Act of Canada (OLA)*, you may need to offer services to the public in both official languages. The Rural Secretariat can assist with the translation costs associated with this requirement as long as these costs are included within the project costs outlined in the budget. Please contact the Program Officer in your region for more information.

## **Project Work and Measurement Plans (Schedule A)**

Your proposal must clearly demonstrate that objectives and goals are measurable and how project results will be captured. Identify a specific measurement plan to measure the progress and success of your project and the methodology that will be used to capture results. In addition to determining planned results and selecting the appropriate methodology, your project must also include established targets by identifying performance indicators that will be tracked during the project. Successful applicants will use these indicators to help determine whether or not objectives have been met. It is important to note that Work and Measurement Plans will differ depending on the project category under which you are applying.

Also, while preparing your measurement plan and choosing the indicators that will help measure the success of your project, keep in mind the expected results for the program:

- Communities have increased available support through partnering initiatives among communities, **regions**, sectors and stakeholders;
- Capacity and skills of participants are enhanced to take an active role in development initiatives;
- Increased community and **regional** awareness of services and tools that are useful for development;
- Communities and **regions** have greater access to, and adopt services and tools that are useful for rural and northern development;
- Communities and **regions** have greater access to knowledge and know-how around the use of **new technologies**;
- Communities and **regions** adopt **new technologies** and/or useful **innovative** approaches;
- Increased quality of life in communities and **regions**;
- Knowledge useful for rural/northern development is developed; and
- Services and tools for rural/northern development is assessed, improved or developed.

**\*\*\*Remember to provide a Project Work and Measurement Plans (Schedule A) by completing the appropriate worksheet for the project category under which you are applying. Select the pertinent project category tab found at the bottom of the Excel spreadsheet. These are designed for the particular reporting needs of each project category: Partnerships, Knowledge Building and Workshops\*\*\***

#### Project objectives

Provide a clear description of measurable objectives to indicate how the project will achieve its goals. Make sure that your project objectives are achievable and measurable within the time frame of the project.

#### Project activities

Provide details of the activities to be undertaken. What activities are involved and when will they take place? You may consider organizing activities and targets into quarters according to the following breakdown: April to June, July to August, September to October and January to March. Your budget expenses should reflect what it will cost to accomplish the project activities you list in your work plan.

All project activities, including audit, must be completed by March 31, 2013.

#### Deliverables and outputs

Identify immediate and concrete results and/or deliverables for each activity

#### Project indicators

To help you select appropriate performance indicators, a list of the most common examples of indicators is provided in Schedule A of the Application Form for all three project categories (note that the indicators provided for each project category differ from one another). However, these lists are by no means exhaustive. While preparing your proposal, you are required to develop additional indicators that pertain to your project and to the overall program objective. Assign an approximate target for each indicator.

##### Partnerships performance indicators

- Number, type and quality of partnerships established for the purpose of the project (e.g.: between communities, educational institutions and sector/industry-specific organizations);
- Extent of each partner's unique contribution in terms of their expertise, experience and resources (level of engagement of partners);
- What worked well and what did not related to developing and fostering partnerships;
- Proportion of partners expressing an intent to continue collaborative efforts beyond the project end date;
- Extent to which the accessibility/provision of tools supports the development of new partnerships. Identify the tools used;
- Number and types of collaborative activities;
- Enhanced capacities (types and extent);
- Others (to be developed by Applicant).

### Knowledge Building performance indicators

- Extent to which the project contributes to reinforcing capacities and knowledge in rural and northern communities;
- Number and types of capacities reinforced;
- Types of tools used to reinforce capacities and build knowledge;
- Types of tools disseminated;
- Number of people reached;
- Number and types of gaps identified;
- Types of knowledge developed;
- Others (to be developed by Applicant).

### Workshops performance indicators

- Number of communities involved in the project;
- Number and types of activities;
- Proportion of rural and northern activities;
- Number and types of opportunities to collaborate/share knowledge (both informal and formal discussion venues);
- Type(s) of rural and northern development challenge(s) addressed;
- Types of tools used (e.g. strategic planning and/or how to build a collaborative partnership, information, toolkits, workshop information, evaluation form);
- Number and types of tools developed and disseminated;
- Types of knowledge/skills acquired;
- Number and types of partnering approaches developed;
- Number of multi-sector-multi-community collaborations;
- Numbers and types of partnerships strengthened/developed;
- Number of attendees;
- Percentage of rural and northern participants (rural involvement);
- Types of groups represented (e.g. resource-reliant communities, remote communities, northern communities, rural communities, aboriginal, community leaders/members, seniors, youth);
- Number of individuals reached by the event(s);
- Proportion of participants expressing a strong potential to apply knowledge in the near future, within a rural and northern context;
- Proportion of participants considering future collaborations/follow-ups with other participants;
- Extent to which participants are satisfied with the effectiveness of the event;
- Extent to which participants are satisfied with the value of the information;
- Extent to which participants are satisfied with the relevance to their own community;
- Others (to be developed by Applicant).

### **Measurement strategy**

Indicate how or where you will obtain your information (e.g. surveys, evaluation forms, interviews, focus groups, informal discussion minutes, agendas).

### **Measurable results**

Assign an approximate target for each indicator listed.

## Project Budget (Schedule B)

- Prepare a budget using the budget forms provided in the application and include the following. Choose the tab at the bottom of the Excel spreadsheet that reflects the duration of your project.
- A detailed budget, including number of units, cost per unit, total cost (e.g. salaries: hourly wage x approximate number of hours x number of people = total cost of salaries);
  - Revenues separated between government and non-government sources in order to determine the percentage of government funding. Total government funding, including the Community Development Program contribution, cannot exceed 80% of total project costs; as an exception, northern projects may receive up to 100% government funding;
  - Details of other funding sources which include cash and in-kind partner support. Please indicate “yes” or “no” in the appropriate box to identify whether a support letter from other funding sources is included with the application;
  - An indication of whether or not the project is expected to generate revenue (e.g. registration fees). Include an approximate value of the expected revenue with the total cash and total project cost amounts. Any revenue generated by the project is expected to be used toward project activities;
  - Only incremental, eligible costs directly related to the project will be considered. Incremental means the additional costs incurred by the Applicant which are directly related to undertaking the project activities as outlined in this Application Form. Eligible costs may include incremental expenses for:
    - Contracted goods and services;
    - Materials and supplies;
    - Federal and provincial taxes (including the non-refundable portion of the GST);
    - Labour or salaried services and related employment costs;
    - Evaluation reports as required by the Rural Secretariat;
    - Rental or lease of facilities; and
    - Equipment rental.
  - Expenses for translation as applicable. If your project is national in scope, takes place in an area that is designated bilingual or your target audience involves both French and English-speaking participants, the requirements of the federal *Official Languages Act (OLA)* will apply. Community Development Program funds can be used to assist with the costs associated with this requirement as long as these costs are included within the budget;
  - Best estimates of all expenses, including expenses for goods and services provided for by in-kind contributions valued at fair market (the standard rate for a product or service in your area);
  - Volunteer time - which is valuable! Calculate all volunteer time at fair market value and include it in your budget as an in-kind contribution; and
  - A **fiscal year** breakdown for all sources of funding and project expenses.

## Recommended Attachments

- Dated and signed partner letters confirming their cash and/or in-kind contributions; for in-kind contributions, the letter should specify what will be provided to the project and the value of the contribution. Partner letters confirming a sufficient percentage of total project costs are required before a Contribution Agreement can be executed. Please contact your regional Program Officer at **1-877-295-7160** for further details.
- Draft agenda, program outline, speaker biographies (for “Workshops” projects);
- Copy of your organization’s charter; and
- Report, summarizing consultations with communities, that demonstrates how the project would have a significant impact on concrete issues, validated by **rural** or **northern regions** for the category “Knowledge Building”.

The information provided will be used to assess the project and if approved, will be reflected in the Contribution Agreement. Information from approved projects may be posted on the Rural Secretariat Website.

## **STEP 2- Mail your Completed Application Package**

Signed completed applications (both original hard copy and electronic) should be sent to the attention of the Program Officer responsible for your region at least 60 days before the anticipated start of project activities for "Workshops" and at least 90 days before the anticipated start of project activities for the other categories.

With the exception of letters confirming cash and in-kind support from other funding sources, which can follow at a later date, all other information and supporting documentation must be included with the original application.

### **Review**

Your application will be reviewed by a Program Officer to make sure it is eligible for funding. Proposals will be assessed against compatibility with program objectives, the program's priorities and availability of funds. Recommendations will be prepared and submitted to senior managers for their consideration.

### **Notification**

Once all departmental funding decisions have been made, all applicants will be notified of the results. If your project is approved, you will be contacted about negotiating a **Contribution Agreement** that outlines the terms and conditions of funding. If your application is not approved, you will be informed in writing of this decision.

### **Evaluation and Reporting**

Approved activities and reporting requirements will be agreed upon by all parties and be clearly reflected in the **Contribution Agreement**. The work and measurement plans you develop in your application will form the basis for the reporting and evaluation requirements of the **Contribution Agreement**.

## Glossary of Terms

**Assets** – These are characteristics which increase a community’s or region’s pull and value, making it a more desirable place to live.

**Competitiveness** – The ability to attract investments, residents and jobs while also maintaining a high standard of living.

**Contribution Agreement** – is a legally binding Agreement between the Queen, in the Right of Canada, as represented by the Minister of AAFC, and the Recipient organization which sets out the terms and conditions under which the Minister’s contribution shall be made.

**Contribution Funding/Program** – Contributions refer to transfer payments paid to the beneficiaries on the basis of the following performance conditions:

- The contributions must be recorded and subject to an audit;
- The contributions must be based on meeting the performance criteria;
- Reimbursements are made on the basis of eligible expenditures, agreed to by both parties and specified in the Contribution Agreement.

**Fiscal year** – The Government of Canada fiscal year is 12 months long and goes from April 1 of one calendar year until March 31 of the following year.

**Innovation** – The introduction of something new which results in improved products, processes or services.

**Multi-sector and multi-community** – Project which involves more than one sector of economic activity and more than one community.

**National projects** – Projects which involve national organizations and which will have a positive impact on stakeholders across Canada.

**Natural resource-based region** – Communities considered natural resource-based are those in which at least 30% of direct employment income is derived from at least one resource sector. Communities that depend primarily on natural resources, such as agriculture, fishing, forestry, mining and energy are considered natural resource-based communities for the purposes of this program.

**New technologies** – New tools, processes, procedures or machines or alternatively, updates for obsolete technologies used for performing tasks or problem solving (e.g., virtual technology, computer software, business models, fuel replacement technologies, etc.).

**Northern Region** – “Northern communities” are those located north of the 50<sup>th</sup> parallel in eastern Canada (east of the Manitoba/Ontario border) and north of the 53<sup>rd</sup> parallel for western Canada (west of the Manitoba/Ontario border), excluding the city of Edmonton. Please consult Natural Resources Canada’s Website in order to verify the exact longitude and latitude of your community at the following link: [http://geonames.nrcan.gc.ca/search/search\\_e.php](http://geonames.nrcan.gc.ca/search/search_e.php) .

**Region or Regional** – An area in which the constitutive communities have in common similar characteristics, types of activities or interests.

**Rural Region** – Rural areas and small (rural) cities refer to the cities and municipalities located outside urban areas and having a population of less than 10,000.